

YOUR PARTNER-

IN-FUN



SQUARE-DANCE PRINTS



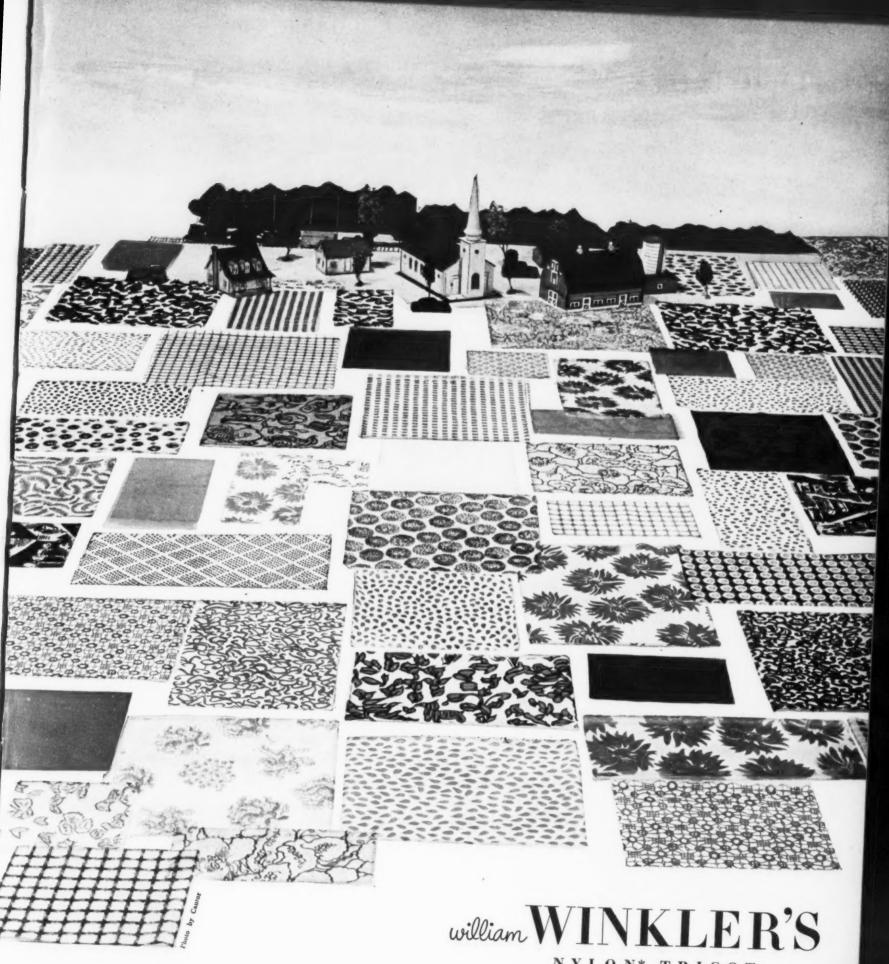
Old-fashioned prints for new-fashioned fun! Quadriga's barn-dance, quilt-patch, and calico-gay designs were made for swirling skirts and bare-shoulder blouses and flouncing frocks. It's easy to swing a whole wardrobe of pretty clothes in Quadriga Cloth...it costs so little and stays so color-fresh, as every bright girl knows.

Ely& Walker

The Girl Who Sews Has Better Clothes







NYLON* TRICOT

It's Spring Again! ... and there's a colorama of William Winkler's sunny sheer, sewable, wearable, washable, nylon tricot prints

William Winkler Inc. 366 Fifth Avenue, New York, N. Y. *loomed of DuPont Nylon

Something borrowed - something new - 1846 Prints!

Sensation of the season! Wamsutta takes original 1846 rollers (their delicacy of detail can't be duplicated today!)... gives them fresh, modern colors, and prints them on cotton endowed with all the latest technical virtues: Everglaze crease-, soil-, even mildew-resistance!

- 1. Enchanting 1846 Print, newly dark for town, cool, shadowproof!
- 2. This ombré pattern comes in other levely color combinations, too.
- 4, 10, 13. Dainty flower patterns-color fast; with permanent lustre.
- 5. Another 1846 Print . . . fun to wear, fun to sew, quality all through.
- 8, 9. Delicately etched patterns . . beautiful for summer evening dresses. All 1846 Prints are 35/36", shrink less than 2%.
- **3, 6, 7, 11.** Wamsutta Lustersheer—broadcloth that handles like silk. Shrinks less than 1%. Magnificent color range! 37/38".
- 12. Bird's-eye piqué, fashion's darling. 45/46".

See Wamsutta cottons in your favorite fabric department.

Fresh idea for separates; ombré-striped 1846 Print skirt, Lustersheer top. Simplicity Pattern 3516





The news in cottons for hands that sew...

Wamsutta makes them incredibly light, sweet-drifting.

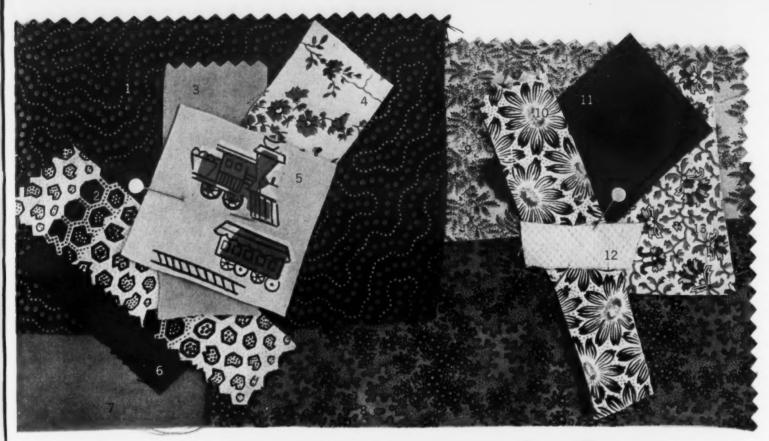
- Appealing . . . but not so-revealing!

 1. 6. 11. Lustercale, so silky in texture it's unquestionably the most beautiful broadcloth in America. Wonderful with new sheers. Washes like a handkerchief. Tremendous color range. 37/38".
- 2. Fashion world's new love . . . batiste! Fast colors, 38/39".
- 3. Batiste, a fabric your grandmother knew, now revolutionized
- by Wamsutta into Super Batiste! Permanent finish. 35/36".
- 4, 5. Tissue gingham companions—a Wamsutta specialty! 43/44".
- 7, 8. Wamsutta gives tissue gingham new color subtlety for important dresses. Permanently crisp, fast color. 43/44".
- 9. Damask rose—new-season color in Super Batiste 36/37".
- 10. Another of Wamsutta's versatile Super Batiste prints . . . use it for sun clothes, town clothes, blouses, separates. 35/36".
- **12.** Penline Piqué, not only incredibly fine, crisp, cool, but also Everglaze wrinkle-resistant, permanent finish. 40/41".

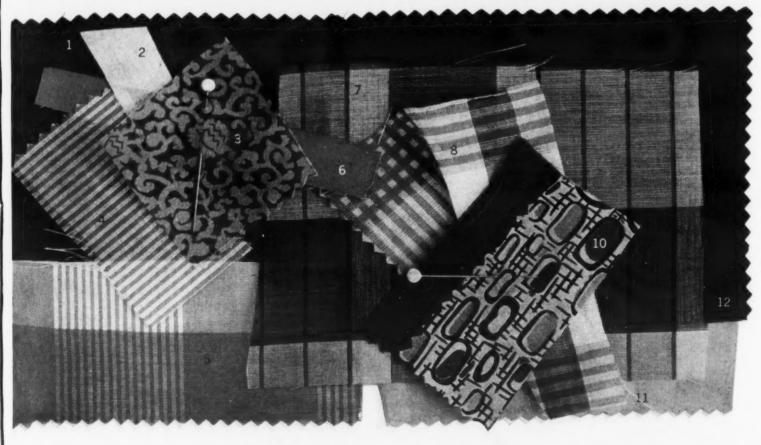
Look for Wamsutta cottons on fabric counters of leading stores.

WAMSUTTA MILLS, NEW BEDFORD, MASS.





all Wamsutta Wonderful



Miss America 1951, Yolande Betbeze, in a Ceil Chapman original made of "Everglaze" Cotton Satin.



amour fabrics of the year-EVERGLAZE*

"Everglaze" the luxurious, durable fabrics beautiful to see, good to feel. Available in a wide range of fabrics, a countless number of textures, and surface treatments—all durable to repeated washings. When you buy—look for the "Everglaze" trade-mark—your assurance that the fabric is washable, wrinkle, shrink, stretch and soil resistant—fine quality always. Clothes for year 'round wear, or fabrics by the yard—at leading stores everywhere.

*A trade-mark signifying fabric finished and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons Co.



TOOTAL* LINEN

Marked Tebilized* for tested crease-resistance. Its glowing colors and rich texture make it the most luxurious linen you can buy. For store near you and pattern numbers, write Dept. SP-3, T. B. Lee Co., Inc. 1441 Broadway, New York 18, N. Y.





HATS-MR. JOHN

Tootal linen is famous on five continents for glorious colors, rich texture and a superfine resistance to creases. Tootal linen keeps its fresh look season after season. In Standard Linen (with a slubby weave) and Super Linen (smooth textured). Woven in Great Britain—finished in U. S. A. By the yard at better stores.

THE TOOTAL GUARANTEE. All goods bearing the Registered Trademark TOOTAL are guaranteed and warranted to give satisfaction. They have been manufactured under rigid controls maintained by Tootal Broadhurst Lee Co. Ltd. of Manchester, England. Should dissatisfaction at ise through any defect whatsoever in the material, Tootal will replace it or refund the price and pay the cost incurred in making up.

*Reg. U. S. Par. Off.

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KERLAND®...A Springmaid Broadcloth...Sanforized, combed, mercerized; also MARSHEEN...A Springmaid Broadcloth...Sanforized, mercerized.





Simplicity Pattern 3482-4% yds. Springmaid Broadcloth



Simplicity Pattern 3475-35/8 yds. Springmaid Broadcloth



Simplicity Pattern 3511-3% yds. Springmaid Broadcloth

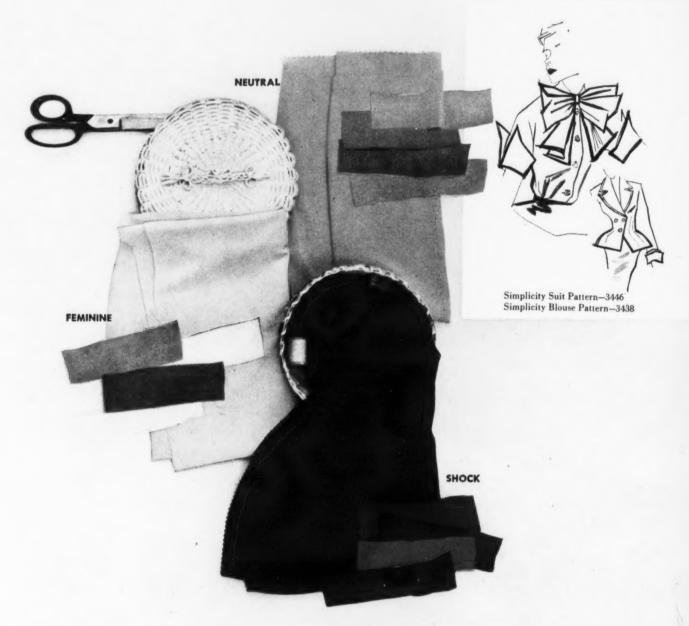


Springmaid Broadcloth

The Springs Cotton Mills
Lancaster, South Carolina

SPRINGMAID SPRINGCALE sheets—now at your favorite store! SPRINGMAID pants as illustrated. Sizes: small, medium, large, \$3.00. The famous SPRINGMAID sport shirt, with 12 of the SPRINGMAID girls in full color on white, \$2.75. Sizes: small, medium, large, extra large. New edition of Elliott Springs' book, Clothes make the man, \$1.00. See your dealer or write Dept. s-2, The Springs Cotton Mills, Lancaster, S. C.

because your blouse is the TITAL THIRD of your suit... MAKE UP ONE PATTERN IN THREE COLORS!



Your suit changes its personality, as you change your blouse. Happily, the easiest way to vary the VITAL THIRD is the most dramatic way. Make up one pattern in three different shades and create three exciting costumes. Burlington brings you Feminine, Neutral and Shock Color Groups in these value-full rayon blouse fabrics: Luxurious SANCHU, around \$2.00 a yard; wonder-washing

WONDERFAILLE, around \$1.75 a yard; lively-textured SILDUKA, around \$1.25 a yard; radiant, skin-flattering DELIGHT, around \$1.25 a yard.

Ask to see the color groups when you buy your fabrics and patterns at your favorite by-the-yard counter. Or—write to Burlington for the store nearest you.

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1410 Broadway, New York 18, N. Y.
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you can sew yourself a perfect figure with

INDIAN HEAD®

All things to all women!

A dress that adds what you lack; subtracts what is excess, 334 yards Indian Head (Violet print). Simplicity pattern \$\\$8369. Total cost, about \$\\$4.95.

cotton

Too slim? Too plump? These Indian Head "Illusion" dresses trick the eye; hide figure flaws; and you can make one for a mere \$5.00 or so! Indian Head cuts beautifully; won't slip or pull in the machine. GUARANTEED* not to shrink more than 1%, not to fade, run or lose its permanent finish! At all good stores. 40 high-fashion colors at 98¢ yard; 27 coordinated prints at \$1.29 yard.

*GUARANTEE

"If any article made principally of INDIAN HEAD cotton fails to give proper service because of fading or running of INDIAN HEAD colors, or if the fabric shrinks more than 1%, we will make good the total cost of the article."

A PRODUCT OF TEXTRON INC.

Large bust?

This gay deceiver gives a beautiful bust-line. 5½ yards Indian Head solid for the redingote; 4½ yards print for dress and trimming. Simplicity pattern #3483. Total cost,





adding luxury to your sew-at-home wardrobe

Lace is loveliness . . . lace is the heavenly touch of high fashion in your spring-through-summer fashions. A delicate tracery of lace trim on a slip . . . a sweeping inset of chantilly on a blouse . . . a full sweep of all-over lace on a cocktail dress . . . these you can do to all your sew-at-home fashions to give them the touch of luxury . . . the touch of high fashion.

Send for your copy of "How to Sew with Lace". Please include 10s to cover costs.

THE LACE INSTITUTE
341 Madison Ave., New York



APRIL is the month of The Lace Festival at all leading department stores.



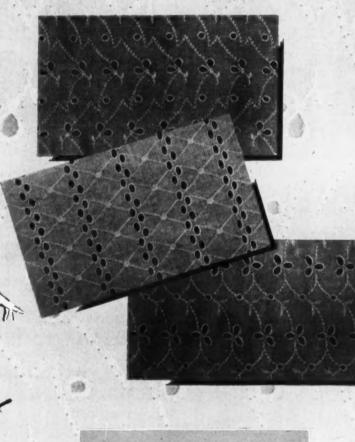




D. Strauss Embroidered Batiste

Step into summer crisp, cool and completely in fashion.

D. Strauss cotton batistes are delicately embroidered in patterns that are easy to sew, simple to blend at collars, pockets, sleeves and trim. See the wide selection of patterns and the complete range of flower fresh colors in D. Strauss Embroidered Batistes at your favorite store.







Simplicity Pattern No. 2484



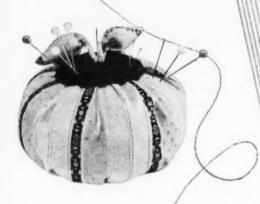
to mould a sleeve

SEAM-THIN to close



Here's something up your sleeve that's wonderful! It's the new Seam-thin Talon zipper, slim, dainty, actually jeweler-fine. It even has an incredibly tiny, incredibly efficient automatic lock to keep it from opening accidentally.

a neckline



to zip up

notion counter.



light-as-a-whisper sheers). anything daintily,

You couldn't ask for a trimmer, neater, more flexible zipper. The Seam-thin Talon fastener seems to vanish into any fabric (even

enchantingly...





TALON, INC , MEADVILLE, PA.

COVER: The matador touch for Summer in shantung, the season's favorite fabric. The brilliant orange color, the wonderful matching stole, the tucked bodice, the ball-fringe and the cool, scooped neckline all spell fashion headlines. Of "Pong Tung," a rayon fabric by Mallinson. Franken trimming. Dress and stole, 3517-sizes 12-20, 35c. Revlon's "Nectarine" lipstick. Flowers from Flower Modes. Coro jet jewelry. Ektachrome by Richard Avedon.



SUMMER 1951

implicity PATTERN BOOK



Your Blouse-and-Skirt Dress



For Lovelier Legs



Fabric and Accessory Coordinates

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How to buy crease-resisting fabrics that will give you satisfaction



How often have you bought a socalled "crease-resistant" linen, cotton or rayon, only to have it turn into a limp and disappointing rag after you have had it washed or dry cleaned? Perhaps you've found it stiff and boardy and hard to drape. You've been bitterly disappointed. Tested crease-resistance in these fabrics would have been such a boon.

To be sure of reliably creaseresistant fabrics, look for the mark Tebilized on bolt ends or on hangtags. Experts have given these fabrics a superlative crease-resistance whose high standards are maintained by constant testing. They'll stay crease-resistant for the fabric's lifetime. They'll have a luxurious hand and drape. They won't sag or stretch.

What's more, fabrics marked Tebilized make perfect traveling companions. They stay fresh longer, need fewer pressings, launderings or dry cleanings and no starching at all. Any slight creases hang out overnight. Small wonder that you find the Tebilized mark on the world's loveliest fabrics, the world's finest clothes.

For further facts on Tebilized, write T. B. Lee Co., Inc., Dept. B-2 101 West 31st Street, New York 1, New York.

FOR YOUR PROTECTION, INSIST ON FABRICS MARKED



FOR TESTED CREASE-RESISTANCE

You'll be in the Fashion Picture

 $if\ your\ summer\ wardrobe\ includes$

A few blouses and skirts, planned to be worn together as dresses or separately with change-abouts . . . Several extras of lace - a cardigan, an overskirt, a full length coat, or even a casual daytime dress . . . The sheath dress in one or more of its variations, to wear with stoles, overskirts, or jackets and light-coats . . . Fashions which make use of the exciting new trimmings so important this season - the buttons, braids, bindings, and delicate lace edgings . . . Lots of airy dresses, of those wonderful sheers - the tissue ginghams, the embroidered organdies, the lovely chiffons and transparent silk taffetas . . . Much white - white with color, white with black, white with white . . . A well calculated collection of accessories, chosen for their versatility ... This issue brings together all of these exciting fashion features in newsworthy styles we know you'll love. They await your own personal and intuitive flair

for combining what is fashionable with what is right for you and your very special way of life.





THE - IDEA

Summer is traditionally a season for separates, and Simplicity gets into the swing of things by bringing you an issue of "plus ideas"... gay, lively fashions which can be mixed and matched for many occasions. We start with blouse and skirt dresses because we like the ingenious way two outfits add up to four.

We continue with sheath dresses, casuals and soft dresses, showing you a bevy of exciting bonus ideas, coordinated most exciting colors and textures to give you many times the clothes you really own.

The Blouse and Skirt dress

A Kodachrome: Touch off your Summer wardrobe with the tawny bronze tones that set off a tan!

Bright as a new penny are these copper-colored coordinates featuring a boat neckline blouse keeping company with a straight skirt.

Straw accessories include cartwheel hat by Stetson to match the belt, both sparked by denim stripes.

Blouse: 3520, Sizes 12-20, 25c. Skirt: 3380, Sizes 24-36, 25c.

A rare find in Summer white: A two-piece dress with a one-piece look — of double importance because it means a double wardrobe for you! 3516, Sizes 12-20, 35c.

Both dresses are of Tootal linen, Tebilized for crease resistance. Brian scarf. Criterion's shopping bag and belts.

Jewelry by Coro. Gloves by Dawnelle.

Magic accomplished — our casual blouse assumes
a dressy air and becomes a third outfit when combined
with the full white skirt. Blouse: 3520, Sizes 12-20, 25c.

Skirt: 3516, Sizes 12-20, 35c.

Turnabout is fair play. Our twin-pocketed, cap sleeved blouse is the perfect companion to the stem-slim skirt, and makes a fourth ensemble.

Blouse: 3516, Sizes 12-20, 35c.

Skirt: 3380, Sizes 24-36, 25c.

All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 78.







Left: Pastel pink duet that can be varied 4 times. Flattering tunic blouse and skirt. 3536, Sizes 12-20, 35c. Of Salyna by St. George.

Mandarin collar blouse. 3438, +4 Sizes 12-20, 25c. Twin pocketed skirt. 3330, Waist 24-32, 25c. In Raydene by St. George.

Right: Two outfits that can split up and join forces.

Bare arms and pretty decolletage. 3520, Sizes 12-20, 25c. Stem-slim skirt. 3360, Waist 24-36, 25c. Burlington Tissue Shantung.

Soft feminine shirtwaist. 3438, Sizes 12-20, 25c. 3+4 Gracefully pleated skirt. 3307, Waist 24-32, 25c. Arthur Heiman print.

THE - IDEA

The Blouse and Skirt dress

Opposite page:

6 mix-and-match blouses and skirts that go together 9 ways.

+2 Wing collar natter parts
off with a dirndl skirt. 3518, Sizes 12-20, 35c. Wing collar halter pairs In navy blue pique by William Lind.

3+4 Summer battle jacket. 3411, Sizes 11-18, 35c. Companion skirt. 3495, Waist 24-32, 25c.

Of chartreuse linen by Irish Linen Guild.

5+6 Print blouse iced with white touches. 3301, Sizes 12-20, 25c. Circular skirt. 3497, Waist 24-30, 25c. Of Indian Head cotton. All buttons by La Mode, Coro gold jewelry, Richelieu pearls, Criterion belts. Madcap hats, Flower Modes flowers, Dawnelle gloves.





THE — IDEA Wonderful in Lace



This summer you'll be seeing lace—every kind of lace — used in all your favorite fashions . . . Look for blouses, cardigans, overskirts, stoles, dressy frocks — and even more startling, sportswear and casuals! Lace looks its best over a sheath dress, as a special "plus idea," just as it is shown in the fashions on these pages.

**Modachrome: A sheath of Cohama's turquoise shantung, "Hoshan".

Overskirt and stole of Venise lace by D. Strauss. 3540 — Sizes 12-20, 85c. Mademoiselle shoes, Coro jewelry.

3 Lace cardigan worn with sheath blouse and skirt. 3027 — Sizes 12·18, 25c.

Another fashion-first — the tunic, most elegant in lace. 3535 — Sizes 12-40, 35c.





All Simplicity Patterns are PRINTED.

Backviews on page 76. Yardages on page 78.

THE — IDEA The Sheath with Overskirt

The sheath — fashion's most newly ordained classic. Simple of line and of silhouette, it is the perfect basis for all your beautiful overskirts.

Suave and sleek is this smart "shirtwaist sheath" with its simple V-neckline.

A bonny-plaid overskirt lends a fresh mood to its casual lines. 8387, 12-20, 50c.

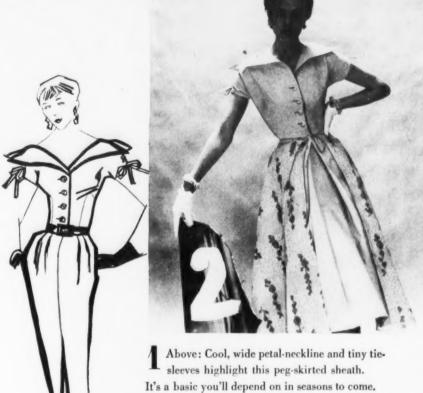
Bates plaid tissue gingham,
Bates Holanda broadcloth. Richelieu pearls.





This basic strapless sheath will be your background for much accessory fun. It has a fascinating affinity to scarves, stoles, sashes, flowers and jewelry of every description!

Add a fitted peplum and jacket, and presto, you're ready for a trip to town! 8385, 12-20, 50c. Wullco rayon shantung by Wullschleger. Flower Modes Flowers. Madcaps straw picture hat. Garay bag.



A flower-pretty overskirt in Bonafab's organdy "Sheerfrost" adds an airy note to our crisp frock of "Criskay," by Bonafab. 3472, 12-20, 35c. Dawnelle gloves.

1 Right: Again the slim-skirted shirtwaist-sheath, with high, darted neckline and very brief, cuffed sleeves.

2 To add: A brief, pocketed peplum. 3538, 12-20, 35c. Twin chiffon-voile prints, Tebilized for wrinkle-resistance by Erenmade-Reeves.

Colby hat. Garay belt.

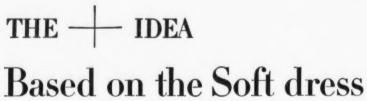


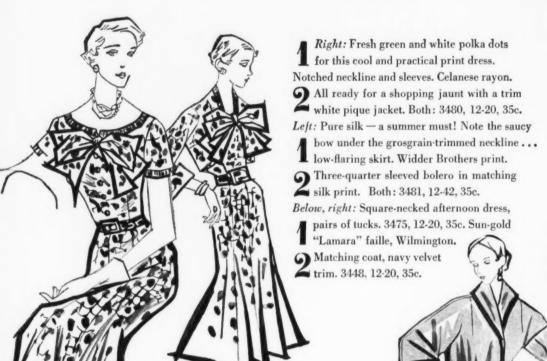


Left: Minimum dress—maximum chic; cuffed and pocketed, with a length of buttons from top to curved hemline. Widder Brothers paper taffeta.

Shoulder-bolero of luxurious white Klasson Venise lace plus a matching taffeta overskirt add a festive air. 8375, 12-20, 50c. Flower Mode's organdy bouquet. Brewster hat. Richelieu pearls. Dawnelle gloves.

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THE — IDEA Based on the Casual dress

Right: Winning team — tailored plaid jumper and short sleeve blouse styled with a bow tie look. Skirt has side-show pockets and is belted to cinch your tiny waist. The more changes the merrier.

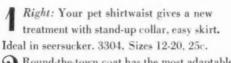
2 So top your jumper with a boxy little bolero. 3491, Sizes 11-18, 35c.

Left: Nine-to-five classic has a tucked

bodice highlighted with arrow detail; willow-slim skirt.
Striking notched sleeves. 3359, Sizes 12-44, 25c.
Back again and better than ever is the

2 three-quarter belted coat. Features exaggerated lapel and patch pockets. 8379, Sizes 12-20, 50c.





Round-the-town coat has the most adaptable collar, deep cuffed sleeves, and narrow silhouette. 3448, Sizes 12-20, 35c.







PHOTOGRAPH: A dress destined to win warm and flattering compliments ...
We love the deep sweetheart neckline, the dropped puff sleeves, and

the full, full skirt. Designed especially for Samuel Ehrman's embroidered pastel organdy — English Lavender. 3541, Sizes 11-18, 35c. Mademoiselle shoes, Richelieu pearls, Wear-Right gloves.

To carry: Lavender flowers (by Heinemann) scented with Yardley's "English Lavender."

All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 78.



1. MID-SUMMER MAGIC IN FLOWERED COTTON LACE

Sheer Delicacies (continued)

Cool to look at...a breeze to care for...our sheer cotton delicacies will be perfect for strolling in the sun, afternoon garden parties, or dancing under the stars.

1. Mid-summer magic in Max Mandel's cotton lace. 3437, Sizes 12-20, 35c.

2. Bonny plaid of Peter Pan's tissue gingham. 3252. Sizes 11-18, 25c. 3. Etched print in Stoffel's voile, Tebilized for crease resistance. 8381, Sizes 12-20, 50c.

4. Flower-pale redingote ideal for dressing up your cottons. Of Milton Blum's Tebilized voile. 8270, Sizes 12-20, 50c. 5. Daisy polka-dot shirtwaist in Fuller's organdy that's Belmanized for permanent crispness. 8269, Sizes 11-18, 50c. Buttons by Costumakers, Meyers Make gloves, Urie F. Mandle jewelry, Flower Mode's flowers. Gage hat. Garay belts and bag. Organdy parasol lined in pink by Lubar. All Simplicity Patterns are PRINTED. Backviews on pg. 76. Yardages on pg. 78.

2. BONNY PLAID TISSUE GINGHAM



3. ETCHED PRINT IN TRANSPARENT VOILE

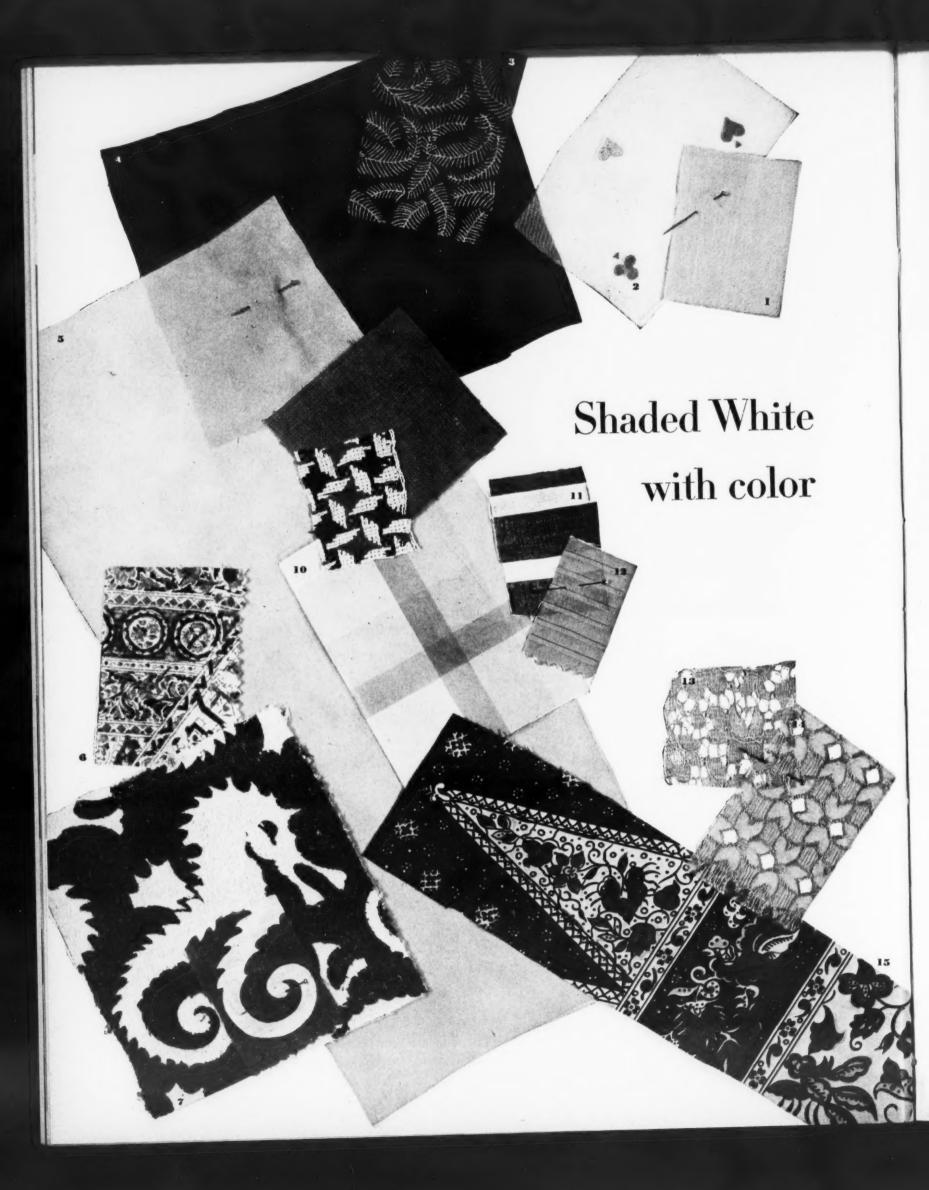


4. FLOWER-PALE VOILE



WINGATE PAINE

5. DAISY POLKA-DOTS ON ICE BLUE ORGANDY







Stark White ... with White

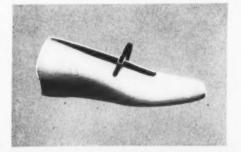
White, sharp and brilliant, is a basic you will want to repeat over and over in your Summer wardrobe. On the previous two pages we showed you how adaptable shaded white is to color; here we present stark white as a basis for your costume and accessories. (Notice the shoes). • Right: Sheath dress topped by the most exciting Summer fashion — the lace duster. Dress of Moygashel linen. 8252. 12-20, 50c. Duster, Emanuel Roth's Venise lace, 3448, 12-20, 35c. Perfect companion is stark white lattice-work pump by Red Cross. • Lower left: Suit of Cottontail's Everglaze cotton faille, emphasized by Franken's black braid. 3515, 12-20, 35c. Black bordered pump by DeLiso. • Lower right: Cool casual dress of "Nelo" pique by Textile Looms. 8364. 12-20, 50c. Your shoe is Joyce's sculptured wedge. Dofan bag.





















Here we show what a touch of stark white can do for black. . Above left: Black lace fashioned to a smooth silhouette with new low cuffed waistline, square neck, gored skirt. Bloch-Winitz cotton lace. 3523, 11-18, 25c. Mademoiselle's delicate linen sandal with kid stripping, and other accessories lend bright accent. • Above right: White collar and cuffs play up the casual sophistication of this shirtwaist dress. Of Skinner "Laugh n' Play" silk. 3478, 12-20, 35c. "Swing-High" suede wedgie by Town & Country. \bullet Left: Slim black dress is given a bright fillip by this brief white bolero trimmed with Franken's ball fringe. Dress, Roleda's "Sea Frolic" butcher rayon. 8383, 12-20, 50c. Ideal match is Rhythm Step's sling-back pump. Bag by Ronay. All hats by Madcaps; jewelry by Coro; Meyers Make gloves; La Mode jet buttons.



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The loveliest, liveliest play clothes to take your tots on a merry whirl through Summer's fun 'n' sun. With mother in mind we chose gay washable cottons that tub and iron with ease. Left: Your little boy blue will love his broadcloth rocking horse overalls. Better still he can dress himself in a twinkling of an eye, for the overalls zip up the front with a Seam-thin Talon zipper. 3566, Sizes 1-6, 35c. Sugar-spun sundress in cotton-candy pink. Pocketed to the side with a saucy duckling transfer. Like brother's, her sunback closes with a Talon Seam-thin zipper. 3571, Sizes 1-6, 35c. Both fabrics are Springmaid's "Kerland" broadcloth.

Easy for Mother

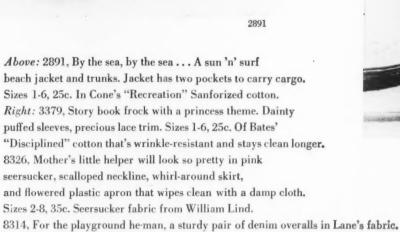
Right: 1990 For the sunbonnet set, a bonny little sunsuit that your child can button up herself. Both sunsuit and bonnet open up flat for ironing. Sizes 6 mos. to 3 yrs., 25c. In Bates' Sun Country plaid cotton.

Left: Team-mates for junior! A denim sportshirt and shorts. 2653, Shorts, Sizes 4-12, 25c. 3404, Shirt, Sizes 2-14, 25c. Of Erwin's "Salute" Sanforized denim.



1990







All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 78.

Sizes 1-4, 35c. All buttons by B.G.E. Originales.

Easy for Mother ...her nylon dress

Playtime hours are happy ones if the small fry is dressed in pretty washable nylons.

Left: 2553, Dainty party dress and matching bonnet.

Both are smocked for Sunday best. 6 mos. to 3 yrs., 25c.

Below: 8266, For Punch and Judy fans, a softly shirred bodice, curtsy skirt, and perky bow sash. 7-14, 35c.

All William Winkler nylon tricot fabrics.









2553



Above: 3528, Your pigtailed princess will look so gay in this sundress and puff sleeved pinafore. 1-6, 35c. 8253, Best catch of the season, a sleeveless sheer caught by two pocket bows and sash tie back. 1-6, 35c. Right: 3469, Curtain going up on a cinderella frock iced by lace around the sleeves and yoke. 1-6, 25c. 3507, The younger set will cheer this bright little cotton plus candy striped nylon apron. 1-6, 35c.



Just fill in the subscription form and mail it TODAY, together with your remittance.

ine. Trimnews this ome them

achieving following Simplicity

edict your

mind will be full of ideas before you finish.



Backviews on page 72. Yardages on page 73.







Buttons...large or small, jewelled or tailored add a great deal of vitality and charm to your costumes. Notice how they liven up a wrap-around skirt, a deep neckline, cuffed sleeves or scalloped bodice. In fact, they will give a lift to almost any part of your ensemble.

All buttons on these two pages are by La Mode and BGE Originales.



3539 12-20, 35c

3210 11-18, 25e













bands for peasant blouses and skirts plus the delicate



This summer, whether you are at the beach, on the tennis courts or just relaxing in a hammock, more eyes will be focused on your legs than at any other season.

You'll want to devote the same time, thought and care to their appearance as you do to your face and hair. Experiment with creams, lotions and depilatories — it's fun and you'll be delighted at the way they enhance the appearance of your legs. Equally important is your choice of hosiery — remember that color and construction affect the appearance of size.

Stripling sandals by Twenty-One. Glen Raven "Micro-Clear" hosiery.

For more about summer leg-grooming see page 74



How to choose the right stockings

You will want to take advantage of this year's wide variety of exciting new stockings to enhance the natural contours of your leg. The right choice in hosiery can definitely minimize any type of leg problem you might have. In the three pictures above we have selected three very distinct types of hosiery for three different types of leg contours. For the heavy ankle we chose Rivoli's "Black Heel" in a deep soft "Visa" color. This dark heel minimizes the ankle on the same principle that the black dress slenderizes your figure. For the thin leg we present Glen Raven's "Micro-Clear" in their light "Serene Sand" shade. This seamless style is excellent for the thin leg because any line or seam would reduce the leg to still smaller proportions. This style plus the light shade adds width. The heel reinforcement is very low and comes below the shoe level. For the heavy calf we prescribe Rivoli's dark seamed stocking in their "Bonheur" shade. The dark seam subtly divides the wide area across the calf for a slenderizing effect. The built-up heel and deep shade also minimize. To the left we show a beautifully groomed leg emphasized by "Bridal Spray" pearl and embroidered design illustrating the new look in stockings. Pale, romantic shade is "Gala." By Willys of Hollywood.



All about Stockings

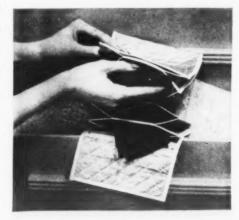
How to care for your Stockings

You will want to protect your new carefully selected hosiery wardrobe against runs or snags. In order to get the longest possible life out of your stockings, there are certain simple rules to follow. In washing always use luke-warm water and a very soft, mild soap which dissolves easily, such as the Ivory Snow our model is using. If you use a soap which does not dissolve thoroughly the natural luster of your stockings will be dulled. Do not wring out or rub them, but soak and then squeeze gently, before rinsing them in luke-warm water. Hang them on a towel-covered rod where they will not blow against a rough surface. In putting on the stocking, the greatest care is required, because this is where most stockings are snagged. Glen Raven Hosiery Company always requires its operators to cream their hands many times a day, in addition to daily manicures. This should also be applied to your legs and feet to protect your stockings. Take the stocking in both hands and roll down neatly to the toe. If the stocking has a seam under the foot, use this and toe reinforcement as a guide, making sure the seam is exactly centered under foot. With the palm of your hands unroll up the foot,

using the seam at the heel as a guide for centering the leg seam. This eliminates last minute tug when stocking is completely on which weakens the fibers. In putting stockings away after washing, fold them in pairs and tuck away in each compartment of a plastic or fabric stocking case. These suggestions take very little extra time and energy and you'll be delighted with your longer-wearing hosiery.













· 3483, Something rather special in the way of a redingote and rayon print dress. The redingote - streamlined! The print - a perfect darling with dramatic square cut neckline. Sizes 34-46, 35c. William Skinner's brown "Danza" faille, Tru Hu green and brown rayon print. Knox hat. • 3194, Midsummer blossoms forth in a becoming tan bolero sundress that's scalloped prettily down the front. For a dash of spice, navy blue saddle stitching and button detail. Sizes 141/2-241/2, 25c. In linen by Irish Linen Guild. Barclay jewelry. • 3484, Season's polka-dot surah print. The skirt quite slim, the plunging neckline softly draped. For a suitish look, a jacket with tuxedo lapels and fitted waistline. Sizes 121/2-241/2, 35c. American Silk Mills print. Colby hat. All buttons are by Costumakers, belts by Garay, gloves by Dawnelle, and pearls are by Richelieu.

The well dressed woman



3365

We believe that age adds an air of distinction to a woman, and gives her a truly sophisticated flair for wearing clothes. On these pages we show you this well dressed woman in fashions which are both chic and flattering • 3365, Classic shirtwaist that fills a great many needs. In dove gray rayon shantung with creamy white pique collar and cuffs. Sizes 12-44, 25c. Of Palmaire rayon shantung by St. George. Urie F. Mandle jewelry. • 3224, Delphinium blue linen sundress has a white slip-on jacket for quick trips into town. Sizes 12-42, 25c. In Tootal's Tebilized linen. Barclay jewelry. • 3417, Suave and sleekly fitted pink shirtwaist, eye catching pockets. Sizes 12½-24½, 35c. Soap'n'Water's Rustiquita mesh fabric, Jenny bag, Colby hat, Urie F. Mandle jewelry.





3224

ARB

All Simplicity Patterns are PRINTED.

Backviews on page 76. Yardages on page 78.



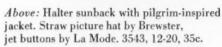
MISS AMERICA

chooses an "Everglaze" Wardrobe from Simplicity Patterns

IKE many other American beauties, starry-eyed Yolande Betbeze was happy and radiant as she was crowned Miss America for 1951. Later when interviewed over WCBS she sighed, "Why it's just a big dream, and I hope I won't wake up too soon." Yolande is a sparkling twenty-one year old beauty from Mobile, Alabama — a brown eyed girl with lustrous dark hair, a lovely smile, ideal figure, and suntanned complexion. She is 5'5½" in height, weighs 119 pounds, and attributes her health and happiness to wholesome living and an interest in life. Like the girl who lives next door she swims, sails and plays tennis. On these pages Yolande appears in her new Summer wardrobe chosen from Simplicity Patterns, and made for her in authentic, 1846 early American prints adapted by Wamsutta. All of these charming fabrics are wrinkle and soil resistant because they are "Everglaze" cottons. (Continued on page 85)



Above: Miss America
steps out for a gala
evening in a flowerprint strapless. 8346,
11·18, 50c. Left: Ballfringed blouse with brief
capped sleeves. 3520, 12·20,
25c. Companion circle
skirt. 2359, Waist 24·32, 25c.
Associated Lace Corp. trimmings, Urie F. Mandle jewelry,
Flower-Mode violets, chair by
Mayhew and Knoll Associates.



Opposite page: Nomination for the sundress of the year. Halter version, perky bow, shiny jet buttons, 3543, 12-20, 35c.

All Simplicity Patterns are PRINTED.
Backviews on page 76. Yardages on page 78.



For Fashionminded Teens There's an old-fashioned charm to these full skirted cottons that teens will picnic-in, dance-in, keep cool as a limeade all Summer long. Left: 3561, Nothing like a neat, crisp cotton for brightening those last warm days of school. Tailored with spanking white binding around sleeves and mandarin collar neckline. Pocket that calls for an outside hankie. Sizes 10-16, 25c. Middle: 3526, For all sorts of wonderful times, a slim black sheath dress with a gaily trimmed bolero and overskirt. Sizes 10-16, 35c. Right: 3428, Pretty as a picture, is this dainty sheer dress with precious eyelet ruffling and velvet bows. Sizes 10-16, 25c.



Left: 3462, Buttoned white sleeveless blouse that keeps company with a carousel-circle skirt. Fetching black cummerbund to cinch a tiny waist. Sizes 10·16, 35c. 3562, For social butterflies, a becoming black sundress . . . halter version and perky shoulder bow ties. Patch pockets on the skirt to carry a lipstick and comb. Sizes 10·16, 25c. Right: 3429, Soft as a whisper, the airiness of tissue gingham is perfect for garden parties. Capped sleeves, dosy-doe skirt, ribbon trimmed jabot, and a matching ribbon sash to encircle the snug waistline. Sizes 10·16, 25c. All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 78.





Simple to make

Pure Magic... A versatile little chemise dress that requires no fitting. Best of all this sun-up to sun-down basic adapts beautifully to the season's most exciting fabrics.

Left: Resort ensemble in a vivid tropical print and tart red stole for a light cover-up. Of Milton Blum's panel print pique.

All six versions . . . 3542, 12-20, 35c.





Splashy Scotch plaid in a forenoon cotton. Of Fuller's

"Young America" fabric.



Bare your shoulders
to the sun in white
cotton lace
from Anton Walter.



Two toned chemise dress

has sporty shoulder ties.

Of Hanora's permanently

pleated rayon.

All Simplicity patterns are PRINTED.

Backviews on page 76. Yardages on page 78.

Graduation whiteCum Laude

Graduation, be it from grammar school, junior high, prep school or high school is an important step up the educational ladder. Traditionally a pretty white dress symbolizes the "sweet girl graduate." We like that tradition, and show you six of our favorites. H. Bates fabrics; the organdies are Belmanized for permanent crispness.



Graduation accessories: Elgin watch, Meyers Make gloves, Richelieu pearls. Flower Modes organdy bouquet.



Sweet 'n' tucked cap-sleeved frock with a demure Peter Pan collar. 3075, 11-18, 25c. Criterion belt. Barclay jewelry.



A graduation dream dress . . . a froth of shoulder ruffles, a graceful gored skirt. Ankle-length, in crisp eyelet organdy. 3412, 11-18, 25c. Richelieu pearls. Dawnelle gloves.

For the youngest and sweetest girl graduate...
the nipped bodice features a flattering U-neckline with
a ruffled fillip. Jutting cuffs on the
trim sleeves play up buttons, encore ruffles.
Meyers Make dotted nylon gloves
with waffle pique cuff.
3524, Sizes 10-16, 25c.





Diploma dress . . . date dress.

A field of daisies in eyelet
pique . . . sleeves peek out under the
modified bertha. 3428, 10-16, 25c. WearRight gloves, Richelieu pearls.



Important white ball-fringe outlines the sleeves and cool oval-neckline of this full-skirted frock . . . perfect for post-graduate occasions. 3509, 11-18, 35c. Barclay jewelry.



A spun-sugar confection in embroidered organdy . . . notched neckline, tiny sleeves. 8396, Sizes 12-18, 50c. Meyers Make gloves.



You and your budding beauty all dressed up in look-alike Scotch plaids. The bodice is cut to resemble a shepherdess costume with drawstring closing, shirred yoke, and airy puffed sleeves. Tiny waistline waltzes out into a bouffant swirl. Mother's dress, 3485, 11-18, 25c. Daughter's 3500, 7-14, 25c.

Teamed for Two

A proud pair for shopping in pretty blouses and skirts. The sleeveless blouses are sparked by twin pockets and white pearl buttons. The skirts are carnival-gay in color and fullness. Mother's 3200, 12-20. 25c. Daughter's 3214, 7-14, 25c.



party dress. Delicate lace daisies trim the deep collar and circular dancing skirt

that is cinched by a little self belt. Mother's 3563, 12-20, 35c. Daughter's 3564, 7-14, 25c.





Like mother, like daughter . . . bertha sun dresses in frosty white iced with red embroidery. (Transfer is included in the pattern.) The simple, uncluttered princess lines promise ironing ease.

Two of a kind pockets on the skirt. Mother's, 3522, 12-20, 25c. Daughter's 3529, 7-14, 25c.

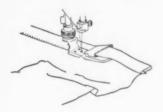


Chinese inspired lounging pajamas for two lovely
blue belles. Mother's pair has long slim fitting trousers and
coolie jacket pocketed with a fiery red dragon transfer. 3354, 12-42,
25c. For her China doll, knee cropped trousers and braided jacket. 3430, 2-6, 25c.

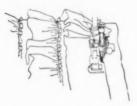


Mother will love
the nipped waist . . . daughter the full
skirt. Cheerful
yellow sun dresses plus chalk white boleros.
Sunflower appliques blossom on the
pockets. (Transfer included.)
Mother's, 8283, 12-20, 35c. Daughter's
8290, 7-14, 35c.

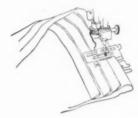
White Narrow Hemmer: For wherever you need to make a neat narrow hem.



White Large Hemmers: A set of three to hem the wider widths you may wish to use on curtain hems and slip covers.



White Ruffler: Ruffles your material and sews it onto the drapes, dressing table skirt or lampshades in one operation.



White Combination Tucking Guide. Edge Stitches, and Top Braider: Stitch those tucks into the top of drapes with accuracy.



White Multiple Slot Binder: This attachment finishes a raw edge, and trims it with binding at the same time.

Decorate with Plastics...

indoors and out . . . Before the hot lazy days arrive, shift your furniture to catch the summer breeze. Then to create an illusion of coolness, decorate with flower-fresh plastics. Not only are they beautiful to look at, unbelievably strong, but they can be kept clean simply by dusting with a damp cloth. On these two pages we have collected a group of exciting sew-at-home decorating ideas, plus five White Sewing Machine attachments to help make the job easier. HINTS TO REMEMBER ABOUT PLASTICS: 1. Handle plastic lightly. Do not stretch, Hang over open door to let wrinkles smooth out. 2. Use weights to hold plastics on table while cutting. 3. Mark cutting lines with a soft pencil. 4. Hold pieces together with scotch tape or paper clips. Never use pins for they leave holes. 5. Adjust machine to light tension and long stitch. About 7 stitches to the inch. 6. Use a fine sewing machine needle number 11, and mercerized or nylon thread, 7. When sewing never pull your plastic, but ease it gently to avoid stretching. 8. Increase the pressure on the presser bar of your sewing machine when gathering or pleating with ruffler attachment.

> Opposite page: Family dining on the porch or terrace is lots of fun. Trim your outdoor furniture with gay, Vinylite-Toscony plastic cushions, printed ivy drapes and table cloth.

Below: To cool off your bedroom, use lots of frosty Vinylite-Toscony plastic eyelet in drapes, dressing table skirt and lampshade. Accent with one of Toscony's solid colors.





The life of the party

Party-pretty aprons that will give you a domestic look in the most glamorous way. Each of these dainty confections will keep your party dresses spic 'n' span. Best of all your friends will cheer their beautiful ice cream shades and colorful trims. • 3384—Lively polka dots to swing you gaily thru your K.P. chores. For sugar-and-spice, a hold-all pocket and deep scalloped hemline. Sizes 12-20, 25c. • 3550 - Highland fling of color with plaid trim and plushy bow sash. Pocket-perfect. Also included is a simple-to-make one piece plaid dress. Both in sizes 12-44, 25c. • 3422—Scalloped yoke cover-up that is pocketed to the side. Sizes 12-40, 25c.

• 3383 — Flower-garden apron pocketed with two cut out flowers and signed with a flourish of a perky bow. Very new, lots of fun to wear. Sizes 12-44, 25c. • 2644, For little dinners at home, charm your guests in this feminine apron lovingly edged in black lace net, and dotted with two winsome velvet bows. One size only, 25c.

All Simplicity patterns are PRINTED. Backviews on page 76. Yardages on page 78.

Butterflies and flowers are no prettier than Simplicity Sal
in her gay Simplicity clothes. They're fun to play in, too,
and you can be sure Sal won't go home like the lady-bug
and hide under a leaf. She's so proud she wants to step
right out in the bright summer sun, happy as a bird.

DIRECTIONS: Cut out page along the dotted line. Cut out the clothes on this page, being careful not to cut through the ones on the other side. Then turn the page and cut out the clothes on the back and color them any way you like. If you paste Simplicity Sal on some light cardboard she will be able to stand up.

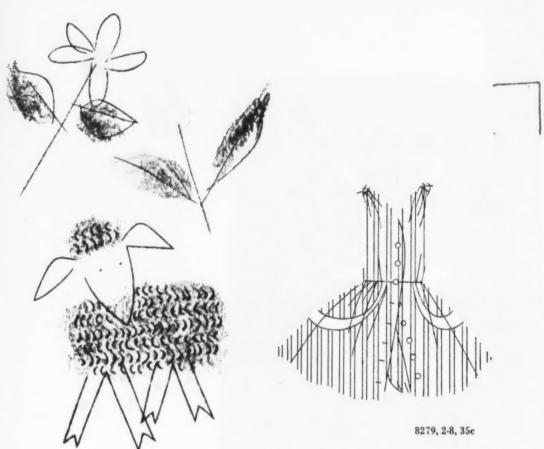
All Simplicity Patterns are PRINTED

3503, L6, 25c

Sal likes flowers and animals. That's why
she's so pleased with the pretty tulip pocket
and gay little duck on
her favorite Simplicity play clothes.



3568, 1-6, 25c





3570, 1-6, 35c





Simplicity 3515

Simplicity 3552

Smarter, lovelier than ever, are the new denims by Erwin... Salute in glamour colors and stripes... vat-dyed, Sanforized... wonderful to cut, to sew, to wear. Outstanding fashions, too, are BluSurf Sportdenim... Sportdenim in wrinkle-resistant Everglaze... and Decorator Denim for slipcovers, drapes and other home uses.

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For your convenience, ARMO* HAIR CANVAS for suits and coats and ARMO* EVER-SHAPE* for dresses can now be bought in a Dritz package.

These two quality-wise ARMO* products are the hidden elements that give lasting life and beauty to fronts, collars, cuffs, pockets and peplums of garments you make yourself.

- Watch for our television show on your local station.
- Ask your local department store about the forthcoming home sewing demonstration.

*Reg. U.S. Pat. Off.

More than one way to tie a scarf

There are numerous ways to accent a basic dress or suit with a dashing print or a bright solid scarf. Tie it dramatically at your neckline: loop another through the belt, or tuck one into a pocket. Create your own designs. Scarfs below by Glentex.





More than one way to tie a scarf





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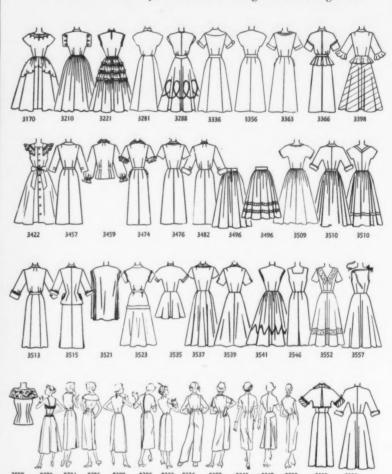
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FAIRVIEW, NEW JERSEY

Finishers of Sanfarized, Tebilized and Heberlein Processed Cottons



Back views for Styles shown on Pages 41 through 48.





MOTHERS! Why work for hours making buttonholes?

Just tap on

GRIPPER* FASTENERS

GRIPPER Fasteners won't pop off, chip, or break.
 They end "button bother"—make washing and ironing easier!

GRIPPER Fasteners cut out the long tedious job of buttonhole making. They're easy to attach—just follow the simple instructions on the card.

Available at notion counters everywhere in two convenient sizes. Only 25¢ per card.

Oakville Company Division, Scovill Mfg. Co., Waterbury 20, Connecticut



B BY SCOVILL MFG. 00

Approximate Yardages

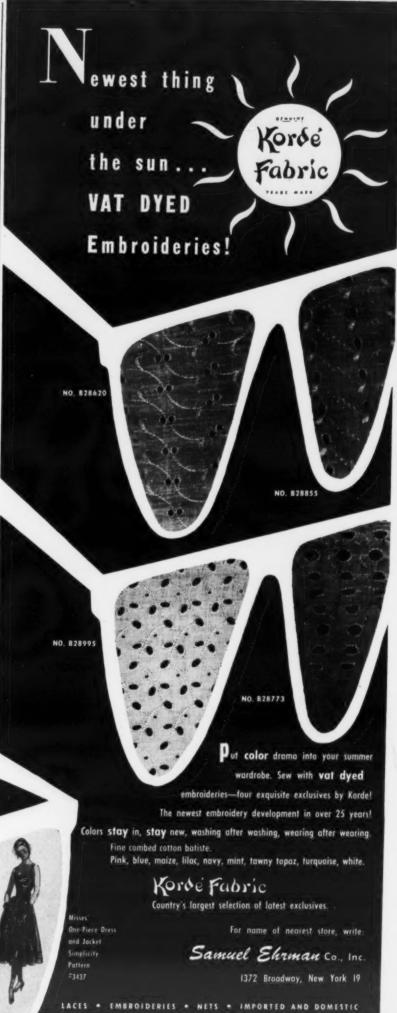
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No.	Page Size	Yards Width	No.	Page Size	Yards Width
3170	cor	dress535" strast ½35"		1	3½39" ribbon35% Yds.
3210		braid 6¾ Yds	3515.		braid4½ Yds.
	4814		3521		2%35" ording8%Yds.
	4516	3¾35"	3523.		43/435" fringe21/2 Yds.
3288	4316 b	raid 105% Yds.		4616	23/4 35"
	4414bo				$4\frac{5}{8}39$ " $4\frac{1}{2}35$ "
		skirt13/s35"			37/s35" dress31/435"
	4514			stole &	acing 2½ 35"
	4514				dress 47/8 35"
	ed	ging 27/s Yds.	3558.	48 16	stole 134 35"
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		lace 25/8 Yds.			$4\frac{1}{8}35$ " 35 % 35 %
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3482.	4716		8357.	4616	3½35"
3496.	43 26	31/235"			3½35"
3496.	4726b	raid6½ Yds. 25% 35"	8380.	4616	45%35" acing13435"
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	rib	bon 31/4 Yds.	8388.	44 16	41/239"



fabrics from

Burlington Mills &





Pastoral ORGANDY

Sew an enchanting townand-country dress of Pastoral Krinkle Organdy by Fuller. Freshness is the keynote, in pattern . . . in texture! Vat colors. Finest Egyptian Cotton. By-the-Yard and in Ready-to-Wear at all good stores.

For Lovelier Legs

(Continued from page 49.)



To keep your legs and feet well groomed and beautiful this Summer, and to insure longer life for your sheer stockings, you should pamper them. First remove all the fuzz on your legs by using creamy, fragrant Neet hair remover. Then give yourself a pedicure.

1. ASSEMBLE PEDICURE AIDS:

Cotton, emery board, basin of warm soapy water, nail brush, towel, orange stick, cleansing tissues and Revlon's nail cream, cuticle remover, polish remover, base coat, nail polish, plus Aquamarine Lotion.

2. SIT SECURELY with your feet resting on a stool. After removing nail polish, file nails straight across. With the fine side of an emery board smooth corners just enough to avoid catching on hose.



3. SOAK YOUR FEET in warm soapy water. Just feel how they tingle with pleasure. Dry with Turkish towel, and massage nail cream around the cuticle to soften.





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CUTLERY CORP.

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Finished for permanent freshness. Look for the name BELLMANIZED on the bolt-end.

For Lovelier Legs

4. PUSH BACK CUTICLE with cotton wrapped orange stick dipped in cuticle remover. Dry carefully. Never use a steel tool.

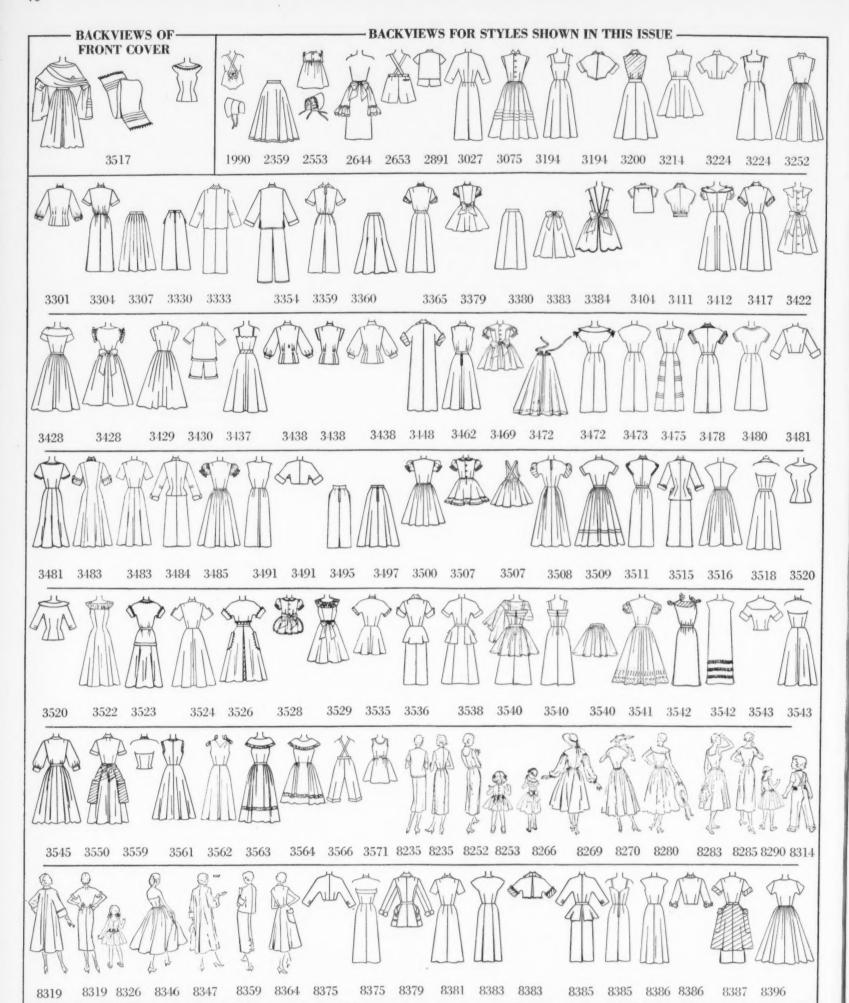


 SCRUB TOES THOROUGHLY to remove all traces of nail cream and cuticle remover. Dry and use polish remover again to make sure that there are no traces of the old polish.

6. SEPARATE TOES by rolling a sheet of cleansing tissue diagonally. Weave in and out between toes, tucking ends in firmly. Apply base coat first. then two coats of your pet Revlon shade. Let dry until enamel is slick to the touch. For a luxurious finish smooth on Revlon's Aquamarine Lotion. It not only soothes and beautifies your legs and feet, but wraps them in a cloud of fragrance.









The attic seemed alive with people ...

 ${f I}^{ ext{T}}$ is funny how the past and the present can slide together in the shadows of an attic.

That rusty pair of ice skates . . . they take me back to the wonderful winters of my childhood, when brother and I used to skim across Stoner's Pond.

The old-fashioned dress dummy . . . how proud Mother was of her tiny waist. I can still hear her saying, "Remember, fashion is no good unless it fits."

And Grandma's old sewing machine . . . that amazing SINGER with the fancy ironwork and the funny-shaped bobbins. I can see her now, pumping her feet back and forth on the treadle, humming along with the machine. I'll never forget the first dress she made me . . . the gooseberry print with the pique collar.

It seems such a little time ago. Yet soon now, I'll be sewing for my own grandchildren—on my own new SINGER Sewing Machine.

Wouldn't Grandma be surprised if she could see it! Such a beautiful machine, with its shining pol-

ished cabinet. Not hidden away upstairs in the guest room, but right down in the living room. No sign of the familiar foot treadle...just a little button you touch with your toe. So easy, it seems most of the time as if the machine is sewing by itself.

And how Grandma would marvel at my SINGER Attachments. They can make buttonholes in minutes . . . and hems, and tricky little ruffles that she used to spend hours doing by hand.

Yes, sewing is certainly much easier today. And

it's more fun, too. Of course, Grandma's machine was the very last word in its time. But every year SINGER Machines get more and more wonderful. And like Grandma said, "You can always count on them to stand up . . . keep on stitching faithfully year after year."

I suppose that's why SINGER has become a tradition in so many families . . . with every generation discovering all over again what a beautiful, easy way it is to sew.



THE SINGER SEWING MACHINE COMPANY... as it celebrates the Hundredth Anniversary of the SINGER* Sewing Machine, and begins its second century of sewing service... takes great pleasure in extending greetings to all its friends.

SINGER SEWING CENTERS

APPROXIMATE YARDAGES

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No.	Pages	Size	Yards	Width
1990	39	1	11/4	35"
2359	55	28	45%	35"
2553	40	2	15%	39"
2644	660	ne size	13%	39"
2653	38	8	1	35"
2891	39	4	17/4	35"
3027	26	14	21/4	39"
3075	60	14	41/2	35"
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3214	62	10	skirt21/8	35"
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3430	63	4	31/4	35"
3437	32		3½	35"
3438	21	16	13/8	35"
3438	21	16long sl	eeves27/s	35"
3448	. 26, 27	16long sle	eeves4½	39"
3448	36	. 16 short sle	eeves51/4	35"
3462	57	.12bl	ouse1½ kirt2¾	
3460	40	. 4		
		.16dr		
0412		oversl	kirt3%	35"
3473	27	.16	33%	39"
3475	26	.16	3½	39"
3478	37	.16		
2400	26	.16	trast	
		.16		
		.36dr		
D100		CO	at47/s	39"
3484	53	.16½	47/8	39"
3485	62	.14dre		
2401	90		trast %	
5491	20	bl	ole ro3 louse1¼	39"
3495	20	.26		
3497	20	.26	23/4	35"

No.	Pages	Size	Yards	Width
			dress2½	35"
3507	40	4	blouse and petticoat 1½	39"
3508	31	16	51/8	35"
3509	61	14		35"
3511 3515	36	16		35"
3516	18, 19	16	blouse and skirt51/2	35"
3517	15	16	skirt, .31/4 dress and stole67/s	39"
3520	21, 55	16	cap sleeves . 1½	35"
3523	37	16	47%	35"
				35"
			dress1¼ pinafore1¾	39"
3529	63	10,		35"
3536	21	16		35"
			stole and overskirt 2%	39"
3542	58, 59	16	dress3	35"
3543	54	16	dress and stole . 4½	35"
3545	31	16		39"
			dress . 45%	35"
3561	56	12		35"
3562	62	12	414	35"
3564	62	10	314	35"
3571	38	4		35"
8235 8252			jacket and dress 47/4	
8253	40	4		39"
8269	33	14	3%	35"
			redingote 51/8	35"
8280 8283	31	16	45%444	35"
8285	29	16		35"
			31/4	
			duster duster	35"
			dress2	35"
			8	
8359	27	16		39"
				30%
			bolero1½ 314	54"
				39"
			bolero15% sundress & jacket4¼	39"
8386	27	16	dress 2½	39"
8387	24	16	dress3 overskirt & cuffs27/s	35"
8396	61	16	61/8	35"



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SIMPLICITY PATTERN NO. 3537



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"Frostint"* shadow-printed organdie "La Chine"* fine muslin.

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† Residual shrinkage not to exceed 2%.



It's Fashion's whim this year to trim Smart Summer Things with

Martin Nylovel

The wonderful, washable velvet



Simplicity 2962

The blouse-jacket of this rayon print has an ador-able velvet "weskit" front of Martin Nylovel in a cool, cool color.



Simplicity 3381

The blouse could be a sheer shantung, or possibly silk jersey—and the collar, cuffs, button loops, and monogram are certainly Martin



Simplicity 3327

Wool shortie (maybe a tweed) for bright days and brisk nights—Collar, cuffs, and pockets sleekly edged with Martin Nylovel.



Simplicity 8252

Sleeveless sheath dress with the slim, simple silhouetteachieved with Martin Nylovel. (Try a gay Martin Ribbon cummerbund-belt.)



Simplicity 2173

So chic with that new chignon hair-do of yours —so easy to make with Martin Nylovel.



Simplicity 3512

One-piece dress of stark-white, crisp linen or cotton-reversible bolero, buttons, and sweeping sash are Martin Nylovel.



Use Martin Velvet to trim and flatter other fabrics

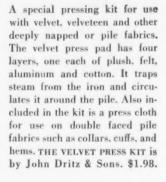
Choose Martin Velvet in your favorite colors at your favorite store

MARTIN FABRICS CORPORATION

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Sewing Circle

Any woman who has tried to make box and pinch pleats in window draperies knows what a job it is. To save herself a lot of time, money, and patience we suggest that she try making pleats with "PLEATMASTER". Simple directions and a perfectly designed drapery pattern tell how to make pleats accurately. A set costs \$1.35 in drapery departments and contains ten pleater hooks, four pin-on hooks.





The right needle is always on hand when the SINGER NEEDLE BOOK is part of the sewing box equipment. It contains dozens of needles-long, short, heavy and fine . . . every type needed for hand sewing. The covers of the book are leatherette; the needlefilled pages of cloth. It's at Singer Sewing Centers for \$1.25.

A handy little tape measure called the SIMPULL TAPE MEAS-URE is made on the principle of the eye glass reel worn by Grandma as a lorgnette holder. It's small enough to be carried in a purse for occasions when you may want to measure something outside the home. Comes in a colored plastic case for only 50c.



Imagine pleating a skirt without marking, measuring, or basting. It's so easy if you use DAVID TRAUM'S AUTOMATIC PLEATERS. They are made of sturdy material with sufficient surface friction to hold even the thinnest fabrics. The pleater for side or knife pleats makes all-around pressed or unpressed pleats. The pleater for box pleats makes allaround pressed or unpressed box pleats, inverted pleats or panels of pleats. Available at department stores for about \$1.95.



Attention! If you are planning to sew with nylon here are two valuable aids. To face hems and finish off seams use TRIMTEX. NYLON SEAM TAPE. It is available in ten colors: Black, gray, white, navy, tan, red. copen blue, emerald, dark green, and brown. A package contains two yards and costs only a dime. Along the same line is Heminway and Bartlett's nylon thread. You have your choice of 68 shades. 5c each.

RIP'N PIK is a 3-in-1 sewing aid. On one end is a carbon steel blade for ripping; on the other a steel pin for picking out threads. Between the two is a gauge for measuring up to 114". In a plastic case, it's 35c at notion counters. If not found there write to Cemco Products Co., 1802 Cherry Street, Toledo 8, Ohio.



Of particular interest to women is a new INVISIBLE REWEAVING KIT. This kit contains complete instructions for French reweaving, material splicing, patch weaving, plus hosiery and knitted goods repairing. Included in the kit is a special imported needle. From Culver Products Co., 3630 Eastham Drive, Culver City, California. \$3.00 postpaid.

Sewing Circle



Now lap sewing can be a pleasure. With the Dritz Cutting Lap Board pleats can be pinned to the surface of the board, the lining up of buttons and buttonholes plus the matching of plaids is now simple. The surface of the board is marked on a grid pattern with markings every inch in each direction to align your material correctly. Available at Singer Sewing Centers and department store notion counters for \$1.29.

The Prescott Ta-Lor-Tac works perfectly on all types and weights of fabrics. It thread mark's your pattern and material simply yet with accuracy, and a built in cutter eliminates need of scissors. When the original bobbin thread is used up, your round sewing machine bobbin may be wound with thread and inserted in the bobbin clip. If your notion dealer cannot supply you write to McKee-Burns, 634 South Western Avenue, Los Angeles 5, California. \$1.00.



Adjust-A-Stitch Tension Gauge tells at a glance whether the tension on your sewing machine is correct. Attach the gauge near the machine head and your thread to the gauge. Pull the lever and the gauge shows you if your tension needs to be loosened or tightened. By Miller Belt Co., Peoria, Ill.





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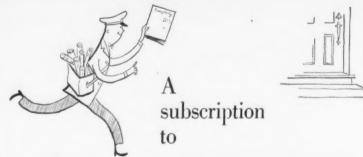
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FA-CILE SPRING FASTENER CORP.

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Miss America

(Continued from page 55)

Being in the limelight, Miss America looks forward to a round of interviews, parties, trips, and modeling assignments. With such a busy life, she still has time for dating. When asked if there are wedding bells in the near future, pretty Miss America smiled and said she is only planning for an operatic career and at present she has no special heart interest.

From her paternal grandmother who was French, Yolande inherited a fine fashion sense. She has one pet fashion theory and that is to dress individually. The clothes she selected for her Simplicity Pattern wardrobe are simple in line. Likewise, she prefers a minimum of good conservative jewelry rather than elaborate costume pieces.

Miss America works closely with her dressmaker in designing her clothes, and frequently sews for herself. Like all independent career girls, Yolande's clothes are well kept, and she insists on doing her own mending, washing and pressing.

To win the jewel studded crown and scepter, each contestant is judged on the basis of beauty, figure, poise, grace, intelligence and talent. With all of these Yolande is generously blessed, including a lovely soprano voice which she plans to develop further with her five thousand dollar award. According to the judges, a girl's best friend is an education, so Yolande must spend the money for future training.

So far she has had six years of voice instruction and ballet, she is a student pianist, and studies Italian, French, and German for her operatic career. To top this wonderful background she has sung leading roles with the Mobile Opera Guild.

Miss America has a beautiful olive complexion and uses very little make-up. She believes that beauty and good health go hand in hand. Cosmetics, lotions and creams skillfully applied can give you glamour, but real beauty depends upon good health.

"A woman who has sparkling eyes doesn't get them from eye shadow and mascara alone. Bright eyes, clear skin, and shining hair are the direct results of good living." And who should be a better judge, than beautiful and wholesome Yolande, America's dream girl.



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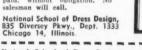
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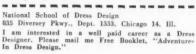
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BAC-A-BRAND PRODUCTS, INC., New York 3, N. Y.

Shaded White with Color

(continued from page 34)

Here we present the descriptions of the fabrics pictured on page 34 in which we show you how shaded white takes to a wide variety of brilliant colors. We have chosen them, too, because of their interesting textures and designs which we know will inspire you to a host of wonderful new fashions for your summer wardrobe.

- Pink silk broadcloth by Frederick Meurlin — ideal for your favorite shirtwaist dress or tailored blouse.
- Novelty flocked organdy in gay little multi-pastel designs. By Eichmann and Hecht.
- Gold printed feather on turquoise nylon tricot for late afternoon or evening elegance. Wm. Winkler.
- Pure silk "Tru-Hu" in Color Coop's flattering Bachelor Button color. By William Skinner.
- Pure silk "Tru-Hu" in Color Coop's Narcissus (Shaded White). Also by William Skinner.
- Javanese cotton print etched in gold and warm jungle colors for an exotic effect. By Forge Mills.
- Coordinated cotton and terry cloth sea horse prints for summer play. By Cone Export.
- Red cotton boucle, textured to look like wool — perfect for a summer duster. Ria Herlinger.
- Giant check in red, white, and blue coordinated with the plain red boucle (No.8). Ria Herlinger.
- Pure silk plaid organdy in the most exciting combinations of gold and orange. By Oneida.
- Bold striped "Pong Tung" a new rayon shantung with a rustic texture. By Mallinson.
- Woven tucked cotton "Pleeto" in brilliant orange. Tebilized for crease resistance. Arthur Beir.
- Blue cotton lace dainty fillip for your clothes plan; it's easy to launder too. By Samuel Ehrman.
- Embroidered eyelet organdy for a delicate sheer touch in your summer wardrobe. N. Fluegelman.
- Authentic tribal print cotton in a unique border design for that special style. By Peter Pan.

Simplicity pattern No. 3473. Misses' one-piece Dress. Sizes 12 -14-16-18-20.

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